



# ORDER

Flight Dates **10/12/12-10/15/12**

Contract / Revision **314473 /**

Original Date / Revision  
10/11/12 10/11/12

Advertiser **DSCC - Carmona**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Product  
**DSCC/Carmona**

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80  
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **2040**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive  
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 22% Market Value 133409

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	15%	20011
KPNX	15%	20011
KPPX	%	0
KSAZ	30%	40022
KTVK	18%	24013
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	31	\$24,947.50	\$29,350.00	0.00	10/01/12	10/15/12	31	\$24,947.50	\$29,350.00
Totals	31	\$24,947.50	\$29,350.00	0.00					

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KNXV	10/12/12	10/12/12	M-F 6-7am M-F 6-7am	CM	6am-7am	----F--	:30	1	\$350.00	P-2	0.00 NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1		\$350.00		0.00			
N 2	KNXV	10/15/12	10/15/12	M-F 5-6am M-F 5-6am	CM	5am-6am	M-----	:30	2	\$75.00	P-6	0.00 NM	2	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			2		\$75.00		0.00			
N 3	KNXV	10/15/12	10/15/12		CM	6am-7am	M-----	:30	1	\$250.00	P-3	0.00 NM	1	\$250.00



KNXV

Print Date: 10/11/12

Page 2 of 4

Contract / Revision **314473** Flight Dates **10/12/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/11/12/ 10/11/12

Order Sep 00:20:00

Advertiser **DSCC - Carmona**

Product **DSCC/Carmona**

Estimate # **2040**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6-7am M-F 6-7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$250.00		0.00			
N 4	KNXV	10/12/12	10/12/12	M-F 7-9am M-F 7-9am	CM	7am-9am	- - - - F - -	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - F - -					1	\$350.00		0.00			
N 5	KNXV	10/15/12	10/15/12	M-F 7-9am M-F 7-9am	CM	7am-9am	M- - - - -	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$350.00		0.00			
N 6	KNXV	10/12/12	10/12/12	M-F 430-5am M-F 430am News	CM	430-5am	- - - - F - -	:30	1	\$20.00	P-6	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - F - -					1	\$20.00		0.00			
N 7	KNXV	10/15/12	10/15/12	M-F 430-5am M-F 430am News	CM	430-5am	M- - - - -	:30	1	\$20.00	P-6	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$20.00		0.00			
N 8	KNXV	10/14/12	10/14/12	Su GMA Su 6-7am Good Morning	CM	6am-7am	- - - - - S	:30	1	\$225.00	P-2	0.00	NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - - S					1	\$225.00		0.00			
N 9	KNXV	10/15/12	10/15/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	M- - - - -	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$150.00		0.00			
N 10	KNXV	10/15/12	10/15/12	M-F 1pm-2pm Right This Minute	CM	1pm-2pm	M- - - - -	:30	1	\$150.00	P-6	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$150.00		0.00			
N 11	KNXV	10/15/12	10/15/12	M-F 3pm-4pm Katie	CM	3pm-4pm	M- - - - -	:30	1	\$500.00	P-3	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$500.00		0.00			
N 12	KNXV	10/12/12	10/12/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	- - - - F - -	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - F - -					1	\$500.00		0.00			
N 13	KNXV	10/15/12	10/15/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M- - - - -	:30	1	\$5,000.00	P-6	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	M- - - - -					1	\$5,000.00		0.00			
N 14	KNXV	10/12/12	10/12/12	Friday Prime A Friday Prime A	CM	7pm-8pm	- - - - F - -	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	- - - - F - -					1	\$2,000.00		0.00			
N 15	KNXV	10/12/12	10/12/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103-	- - - - F - -	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



KNXV

Print Date: 10/11/12

Page 3 of 4

Contract / Revision **314473** Flight Dates **10/12/12-10/15/12**

Hiatus Dates

Original Date / Revision 10/11/12/ 10/11/12

Order Sep 00:20:00

Advertiser **DSCC - Carmona**

Product **DSCC/Carmona**

Estimate # **2040**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	KNXV	10/12/12	10/12/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M	----F--	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$350.00		0.00			
N 16	KNXV	10/15/12	10/15/12	Jimmy Kimmel Live Jimmy Kimmel	CM	1102p-1206a / 103M	-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$350.00		0.00			
N 17	KNXV	10/12/12	10/12/12	Friday Prime C Friday Prime C	CM	9pm-10pm	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$3,000.00		0.00			
N 18	KNXV	10/14/12	10/14/12	Sunday Prime D Sunday Prime D	CM	9pm-10pm	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S					1	\$4,000.00		0.00			
N 19	KNXV	10/12/12	10/12/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$1,200.00		0.00			
N 20	KNXV	10/13/12	10/13/12	NCAA Football Morn Ga NCAA Football Morn Garr	CM	NCAA Football Ga	-----S-	:30	1	\$485.00	P-6	0.00	NM	1	\$485.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$485.00		0.00			
N 21	KNXV	10/13/12	10/13/12	Sa GMA Sa 6-7am Good Morning	CM	6am-7am	-----S-	:30	1	\$350.00	FX	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S-					1	\$350.00		0.00			
N 22	KNXV	10/12/12	10/12/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	----F--	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$950.00		0.00			
N 23	KNXV	10/15/12	10/15/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	M-----	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$950.00		0.00			
N 24	KNXV	10/15/12	10/15/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	M-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$500.00		0.00			
N 25	KNXV	10/12/12	10/12/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	----F--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$1,200.00		0.00			
N 26	KNXV	10/15/12	10/15/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,200.00		0.00			
N 27	KNXV	10/12/12	10/12/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	----F--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$1,200.00		0.00			



KNXV

Print Date: 10/11/12

Page 4 of 4

**KNXV-TV  
PHOENIX**Contract / Revision    **314473**    Flight Dates **10/12/12-10/15/12**Hiatus DatesOriginal Date / Revision    10/11/12/    10/11/12Order Sep    00:20:00Advertiser    **DSCC - Carmona**Product **DSCC/Carmona**Estimate #    **2040**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N27	KNXV	10/12/12	10/12/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	----F--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$1,200.00		0.00			
N28	KNXV	10/15/12	10/15/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,200.00		0.00			
N29	KNXV	10/12/12	10/12/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	----F--	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--					1	\$1,200.00		0.00			
N30	KNXV	10/15/12	10/15/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	M-----	:30	1	\$1,200.00	FX	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----					1	\$1,200.00		0.00			
Totals														31	\$29,350.00